

University of Pretoria Yearbook 2022

Chief digital officer 886 (GIL 886)

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	6.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	21 contact hours per 3 week-cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	Semester 2

Module content

In the recent years, due to rapid changes in the business environment and an increasingly competitive global market, more organisations are recognising the importance of focused roles which drive the use of technology and data to shift the business operations. The focus is on creating value through the use of more tools and technologies in order to remain relevant. This elective will help students gain an understanding of the strategic importance of such roles.

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